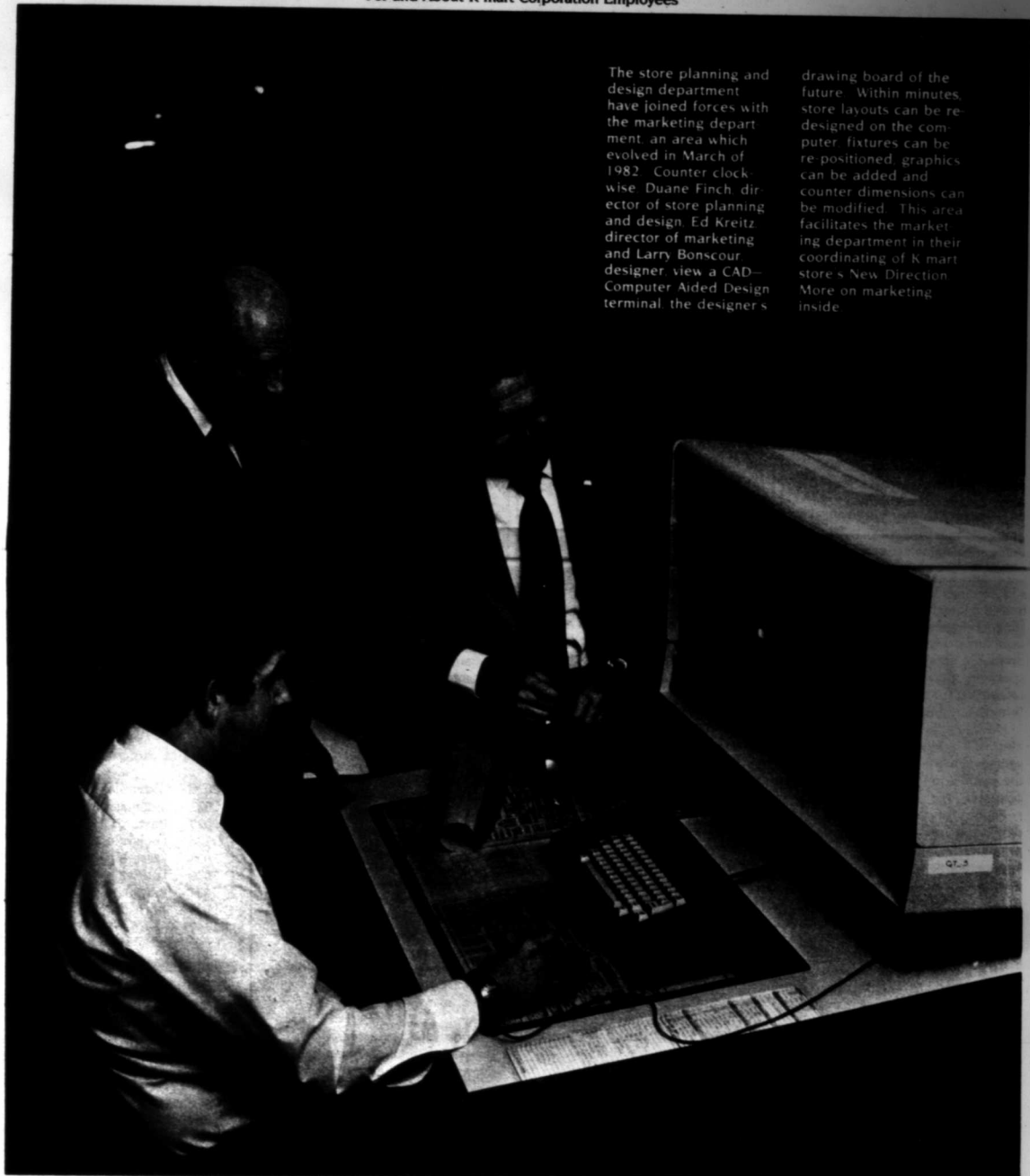


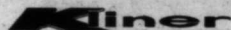
Kliner

For and About K mart Corporation Employees

The store planning and design department have joined forces with the marketing department, an area which evolved in March of 1982. Counter clockwise Duane Finch, director of store planning and design, Ed Kreitz, director of marketing and Larry Bonscour, designer, view a CAD—Computer Aided Design terminal, the designer's

drawing board of the future. Within minutes, store layouts can be redesigned on the computer, fixtures can be re-positioned, graphics can be added and counter dimensions can be modified. This area facilitates the marketing department in their coordinating of K mart store's New Direction. More on marketing inside.





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News in Brief

This will be the year in which K mart Corporation "reaps a harvest of benefits from the seeds of change planted during the past 36 months," says Board Chairman Bernard M. Fauber in an address on September 30 made to the New York Society of Security Analysts.

Fauber noted that corporate-wide sales for the world's second largest nonfood retailer will "comfortably exceed \$18.5 billion" in fiscal 1983. He also predicted that annual sales will reach "\$25 billion in 1983 dollars" by 1988. He attributed K mart's record sales and earnings in the two latest quarters largely to new merchandising strategies. He added that the company's diversification into profitable areas such as off-price specialty apparel stores and cafeteria-style restaurants would bring future rewards.

He also says that sophisticated electronic systems and store management restructuring underscores the corporation's competitive position.

Fauber focused on K mart's new direction in merchandising, which primarily involves upgrading the appearance of stores and the quality of product lines. "Contrary to our 1960's target market... we are no longer primarily a blue-collar, lower-income type of operation," he says. He added that K mart is the most frequently-shopped general merchandise store in America today and that "nearly 52% of the American population has been inside a K mart store at least once during the past 30 days."

The many changes in merchandising programs and operating strategies, Fauber says, are to adapt to America's changing demographics. "We anticipate growth in the age group from 25 to 44," always a key

market for mass merchandisers.

Fauber outlined some of the corporation's latest diversification efforts, such as the sale of insurance in selected K mart stores through the K mart Insurance Services subsidiary. Among other promising ventures cited by Fauber were the Designer Depot off-price specialty apparel stores and two cafeteria chains, Furr's and Bishop Buffets. All of these developments, Fauber says, are part of the K mart spirit of "change, adaptation and innovation." He concluded, "The future isn't what it used to be—for K mart it's even better."

K mart reported an estimated 8.8% increase in sales for the five-week period ended September 28.

Consolidated sales volume was approximately \$1,643,196,000, compared with \$1,510,636,000 for the same period in 1982. For the year-to-date, sales were \$11,638,789,000 this year, an increase of 11.4% over the \$10,451,696,000 posted for the first 35 weeks of 1982.

Comparable-store sales—those from K mart stores open at least one year—were up 7.1% this September over those for the same period last year.

Patterns of sales strengths reflected weather and the introduction of new merchandising concepts, observed Board Chairman Bernard M. Fauber. "Particularly in the apparel lines, sales were strong when temperatures were seasonably cool," Fauber says. "In addition, K mart stores that have received our new merchandising programs far outpaced those yet to be converted."

Fauber added that the tone of sales remains upbeat. "Once fall weather is here to stay, we expect to see a return to double-digit sales increases," he says.

The consolidated sales performance includes results from 2,138 K mart discount department stores this year, compared with 2,091 last year. Among other contributors to sales are Designer Depot, Kresge and Jupiter stores and Furr's Cafeterias, Inc.

The Board of Directors on October 18, 1983 approved a cash dividend to be paid on December

12, 1983, on the outstanding shares of the corporation's common stock to holders of record on November 18, 1983, in the amount of 27¢ per share.

In October and November of this year, K mart opened four additional stores on the Caribbean island, Puerto Rico. We'd like to extend our welcome with the following message:

A nuestros compañeros que a través de su esfuerzo—a veces bajo condiciones difíciles—han hecho posible el crecimiento de K mart, en Puerto Rico, nuestro reconocimiento y agradecimiento. Uds. ya son parte de la Familia K mart.

A aquellos de reciente ingreso en la Compañía, para llevar a cabo nuestro ambicioso plan de crecimiento, en tan bello país, nuestra Bienvenida!

Vuestro ingreso en nuestra Compañía les confiere el derecho filial de pertenecer a la familia internacional K mart. Esta Familia mas que compañerismo de labores, es un vínculo internacional para todos aquellos que tenemos—el honor de trabajar en la Organización K mart, en cada uno de nosotros—tienen un amigo y colaborador.

Nuestros mejores deseos, para el crecimiento individual de cada uno de Uds., dentro de la Organización.

K mart tiene una Joya y esa Joya es "La Perla del Caribe."

Translation:

To our fellow workers that through their efforts—sometimes in most adverse conditions—have made possible K mart's growth, in Puerto Rico, our recognition and a heart-felt thank you. You already belong to the K mart family.

To those that have recently joined the company to carry out our ambitious growth program, in your beautiful country, our welcome.

Your entry into our company gives you the filial right to belong to the international K mart family.

This family more than a sharing of labors, is an international link, for all of us that have the honor of working for the K mart organization. In any one of us you have not only a co-worker, but also a friend.

Our best wishes for your individual development within the organization.

K mart has a jewel in the "Pearl of the Caribbean."

Store Openings

Region	Tentative Opening
C 3325 - St. Clairsville, OH	Nov. 17
C 7905 - Alliance, OH	Nov. 17
E 7340 - Durham, NC	Nov. 3
E 9780 - Shrewsbury, PA	Nov. 10
M 7906 - Portage, IN	Nov. 17
M 7907 - Grafton, WI	Nov. 3
S 7915 - Gainesville, GA	Nov. 3
S 9740 - Centre, AL	Nov. 3
S 9788 - Mayaguez, PR	Nov. 9
S 9789 - Rio Piedras, PR	Nov. 9
W 7195 - Goleta, CA	Nov. 17
W 7577 - Livermore, CA	Nov. 10
W 7580 - Roseburg, OR	Nov. 17
W 7586 - Las Vegas, NV	Nov. 3
W 7902 - Aberdeen, WA	Nov. 3
W 9323 - Price, UT	Nov. 3
W 7974 - St. George, UT	Nov. 17

Designer Depots

C 2020 - Louisville, KY	Nov. 3
C 2022 - Indianapolis, IN	Nov. 3
C 2023 - Dayton, OH	Nov. 3
C 2024 - Louisville, OH	Nov. 17
C 2028 - Kettering, OH	Nov. 17
C 2030 - Louisville, KY	Nov. 17
E 2021 - Bensalem, PA	Nov. 22
E 2025 - Norristown, PA	Nov. 22

New Direction requires a marketing unit to coordinate and monitor merchandise programs as they are developed

Having a quality product line and practicing aggressive selling aren't enough to ensure K mart's success as an up-scale discounter

Some 20 odd years ago, the first K mart store was introduced and its major goal was to offer competitive prices on primarily basic merchandise without spending much fanfare over creating a stylized store decor or offering name brand items. The objective then was to offer what the customer wanted, which was moderately priced merchandise, and historically K mart has been one of the most successful in carrying out this concept.

The K mart customer of the 80's, however, has done a complete turnabout face and now looks for an attractive store

design plus name brand merchandise plus more personal service. It was either a matter of K mart clinging to the tradition of maintaining their original merchandising philosophy or acclimating to today's customer demand climate as other retailers have done.

Three years ago K mart moved to acclimate to the new retailing environment by incorporating new corporate operating procedures and store merchandising systems, which has brought about such successful and much needed programs as KIN, the centralization of merchandising men's and boys' wear under K mart Apparel and the new order processing system and store level inventory management program, Point of Sale.

But because any plan initiated must stay on a consistent and profitable course and fit in with the overall scheme of what most discounters term as "upscaling their image," a marketing unit is needed to ensure a successful end result. Back in March of 1982, a marketing department evolved under the direction of Ron DeJaeghere, vice president of marketing. Ed Kreitz, director of marketing both of whom have had years of experience in K mart

"The marketing department's primary function is to identify the customer for which a certain strategy is planned. Since its inception, they have played a major role in coordinating the refurbishments of targeted stores."

advertising and sales promotion, and Duane Finch, director of store planning and design, whose experience in the field and with the store planning department at KIH has qualified him for overseeing the design and re-design of selected departments and stores in general.

Marketing's major emphasis this year is on what the company has termed the New Direction for K mart stores. This project will include the development of new departments, new fixturing, decor and signage and an updated layout. During the summer months of this year, K mart 9003 in Coldwater, Michigan underwent a complete interior facelift, which marked the course for future group 9 stores. Why group 9's? "These stores are located in small

towns and are now up against stiff competition from other retailers and it is essential we address these stores with a carefully laid out marketing strategy," says Kreitz. This is also a major attempt of the company to more seriously compete with other store chains not only in price, but in merchandise assortment, store design and service. Seventeen group 9 stores will be completed this year, which will have undergone refurbishing, including decor, fixtures and layout, following the prototype in Coldwater.

Also included in the New Direction program are departments such as hosiery of which 651 have been completed, the fashion display area, Kitchen Korners, a new department created by combining kitchenwares and housewares and of which 537 of these are completed. This department was just launched last April and all full size K marts will have this area installed by the end of 1984. Also, there are 715 new electronic centers completed, which constitute a major category and where you can find most home computers for under \$500. The home centers for the do-it-yourselfers trend will be expanded from 41 completed in 1983 to approxi-



The new electronic center, a major category for K mart and where 715 units have been completed.

mately 500 within the next five years. In health and beauty aids, a nutrition center has been created, 175 units so far, in answer to the ever-growing health-conscious consumer sector. Domestic centers completed to date include 91 units with an additional 400-500 planned over the next two years.

This new marketing strategy that was actually instituted three years ago as the store of the 80's has produced dramatic shifts in K mart's consumer profiles. The store no longer represents solely the blue collar customer nor is it located principally in the midwest. "Today our sales and profits flow from every market throughout this country," says Board Chairman Bernard Fauber in a recent article in *ChainSigns*, November 1983.

The company decided to up-scale because from a market research profile, the customers shopping K mart indicated they wanted more name brand merchandise and higher quality merchandise. They also indicated that they were willing to pay the difference in price. When K mart opened its first store, the company established a solid reputation for having the right price at the right time. Twenty some years later with a considerable amount of more stores in varied locations K mart sought to satisfy a wider market and knew it had to up-scale or upgrade the look and appeal of the K mart store.

The marketing department's primary function is to identify the customer for which a certain strategy is planned. Since its inception, they have played a major role in coordinating the refurbishments of targeted stores. Says Kreitz, "But we assist anywhere we can," including working in conjunction with market research in updating customer profiles. These customer profiles are sent to the buying departments to facilitate in their selection of merchandise and store layout. The profile will indicate such statistics as: Is the area in which a particular K mart located a tourist area; Is it primarily an area where senior citizens reside; What is the average income level; the demographics; education; and average cost per home. From this the buyers can determine



Kitchen Korner—a new department created by combining kitchenware and housewares.

what kind of merchandise the store should carry.

Marketing will also draw up plans for a particular strategy and will include three main areas of consideration. Is the product oriented to the customer's needs and wants; Is the market organization effective in bringing the product in contact with the customer; and does the marketing plan identify strategies and responsibilities for implementing action programs to achieve the desired results. All three of these ingredients must be accounted for to ensure that the marketing program will have potential success. The finest product will have a poor chance in overcoming a weak organization or inadequate planning. Conversely, the most creative planning cannot compensate for a poor product.

In addition to drawing up a marketing plan, marketing will also work with the company's internal consultants and facilitate in such areas as analyzing competition, identifying potential problems, set priorities and objectives, evaluate alternate strategies, outline a budget and most importantly, review the end result.

Marketing also keeps departments informed of new merch-

andise lines gathered from trade shows, two of which were in Milan and Nuernberg and visited by Dejaeghere. "We also visit new concepts of other retailers, which allows us to explore new retailing possibilities," says Kreitz.

The marketing department is essentially one of the few areas that gets involved in almost every department at the initial stages of a project, sees that it is running on a smooth course and once this is established, says Kreitz, "We go onto something else."

Since its inception, marketing



Ron Dejaeghere.

has assisted in the direction of Designer Depot, KMI insurance booths in selected stores, fibre firms co-op collection, Names for Less program, in addition to the K mart store's New Direction. Marketing has kept a pretty good track record since its beginnings and New Direction is proof of that. From store refurbishments, there has been a significant improvement in sales, in some cases double of those stores that have not undergone department conversions. This was considered a spectacular improvement and a good cue to continue with New Direction. As Fauber said in a recent news release, "I can confidently state that this is going to be the year in which K mart reaps a harvest of benefits from the seeds of the change planted during the past 36 months."



K mart Corporation's Children's Christmas Card Contest

Christmas won't be ba-
humbug for these kids.

Whether it's a simple
thought on what the hol-
idays mean to them or
several, innocently created
into one drawing, your
child or grandchild could
be the first, second or
third prize winner in K
mart's Children's Christmas
Card Contest.

These winners will cap-
ture front page of the
Christmas K liner and are
sure to warm the hearts
of even the most devout
of Ebenezer Scrooges'.

Entries have been
coming in and so far the
majority of entrants are 10
and 12 year old artists,
with some exuberant
drawings by a few 5 year
olds.

Winners will be chosen
strictly on the judge's cri-
teria for creativity.

The revised deadline
was necessary to allow
for those tempermental
artists, still working fever-
ishly on their masterpiece.

The revised deadline of
December 1 was neces-
sary to allow for those
tempermental artists, still
working feverishly on their
masterpiece.

First prize winner will
receive \$50; second prize
winner will receive \$40;
and third prize will win
\$30.

Don't miss the
Christmas issue!



Pure bred pet linked to Burt Reynolds' horse

In the last 300 years, horses have been the source of continuous attempts to improve the various breeds to develop ones that are particularly suited for specialized tasks. The results are saddle horses, harness horses, hunters, draft horses for pulling, polo ponies and show horses like Sue Kellogg has.

Kellogg, who works in domestics at K mart 4119, Rochester, Pennsylvania is always eager to brag about her pet Appaloosas. Their names are Fancy Lady and Co-Daka Bridges. Co-Daka is from a famous line of horses. His father's brother belonged to Burt Reynolds, but has since passed away. The name Bridges in the horse ancestry is quite impressive and like most things, you pay for the name.

Each of Kellogg's horses cost \$400. They were solid black when purchased. If they had already started to change to multicolor, they would have cost \$700 or more. Now, at one and a half years old, Kellogg's horses are beginning to turn multicolors, showing their purebred line.

Fancy Lady and Co-Daka are fed twice a day and eat grains consisting of hay and oats. When Kellogg lets them out, they frequently graze on the grass. In May of 1984, Sue will begin to break them for saddles. She plans to show the horses when they are a little older and hopes to breed Fancy Lady.

When Kellogg is home with her pets she gives them a lot of attention and slowly saddles them to enable them to get used to the feel of the saddle on their backs.

Slow pitch ballgames benefit Easter Seals

Employees at K mart 7023, Aberdeen, South Dakota, raised \$200 for the Easter Seal Charity by winning two games of slow pitch softball against a local business.

An incentive for the team to raise money was initiated by the Coca-Cola Company and a local western store. Both organizations donated funds to purchase t-shirts for teams raising at least \$200.

When it came time to recruit players, coaches Pat Helm and Sue Krank had a stroke of luck when they discovered that 10 out of their 12 players had been league softball players.

Pat Helm says, "The score was 4-17 for the first game, and the second game was a little closer, but not much."

The president of a local Easter Seal chapter accepted the donation and forwarded it to the main office in Sioux Falls.



K mart 7023, Aberdeen, South Dakota slow pitch softball team. Front row from left to right: Brian Hennum, Jan Locke, Sue Krank and Steve Maess. Back row, left to right: Meri Sippel, Pat Oeschner, Barb Rieck, Pat Helm, Larry Mersel (store manager). Back row, left to right: Peter Spinks, Harley Detzer, Bruce Fischer.

This corn is poppin' to set the world record

Did you ever wonder what the world's largest bag of popcorn would look like? Neither did the staff of K mart 7062, Sumter, South Carolina when they set out to capture the world's record.

Under the guidance of assistant Ernest Holder and cafeteria manager Ingrid Zeigler, the dream of creating such a bag of popcorn became a reality. Beginning Monday, September 5, the deli personnel began popping the corn and placing it in 30 gallon trash bags until the big moment arrived. Nearly four days would pass before the product was completed, and before it was over, 85 bags of corn had been popped.

The bag itself was specially made for this promotion and was measured by local judges and recorded for officials. The finished product measured 17 feet 4 inches long, 8 feet 4 inches wide, weighed in excess of 578 pounds, and took approximately 83 hours to pop. The project was completed on Thursday afternoon, and a special ad broke that evening featuring hot air poppers, unpopped popcorn and popcorn oil.

On Saturday, September 7, the whole project came to a climax as shoppers filled the store for a chance to see the popcorn and to meet a local television personality. The event was covered by local T.V. and radio stations as well as the local newspaper.

In addition, raffle tickets were sold for 25 cents each for a chance to win the bag of popcorn.

Proceeds for the raffle tickets went to the Fireside Fund, a charitable organization in Sumter.

The bag, the only one of its kind, will be displayed later at the county fair and is a candidate



The world's largest bag of popcorn just about reaches the ceiling in K mart 7062, Sumter, South Carolina.



for the Guinness Book of World Records, which will be published in January 1984.

Despite the gray hairs and loss of appetite for popcorn, the promotion was a success and a lot of fun for all. There is another promotion of this nature that is already in the planning stages.

Festive decorations brighten cafeteria

Dolores Lokuta, K mart 4352, Livonia, Michigan takes pride in her job. She buys her own decorations for all the holidays celebrated at K mart and enjoys putting them in the cafeteria where she works.

Her decorations add a festive atmosphere to the store and brighten up the area.

Lokuta always has a smile for each customer and tries her best to please them. She also loves to cook for her family as well as her fellow K mart employees.



Dolores Lokuta, K mart 4352, Livonia, Michigan with decorations she displays in the cafeteria for International Days.

K mart manager cited Citizen of the Year Award

J. Michael Carver, store manager K mart 3191, Union Lake, Michigan, received the Lakes Area Chamber of Commerce first annual "Outstanding Citizen of the Year" award according to Chamber President Ronald M. Kidd.

Carver was cited for his support of civic and Chamber functions. Among other activities, he chaired the Sponsors Committee for Muscular Dystrophy United Days for Union Lake and Commerce Village.

Also, Carver accepted a beautification award from the Lakes Area Chamber for improvements made to the grounds of the K mart store, which is located at 2905 Union Lake Rd.

Kidd said Carver's contribution was particularly impressive because although he has been a member of the lakes area business community for only 2½ years, Carver became readily and significantly involved in community work.

Carver joined K mart in 1967. He has served on the K mart management team in various stores in Michigan, Ohio, and Indiana.



Officer David Cramer, a former K mart employee, with twin sons of employee Linda Dahl, Jeremy and Justin.

K mart helps to launch child fingerprint program

In cooperation with the Eau Claire Police Department and the Eau Claire County Sheriff's Department, K mart 4051, Eau Claire, Wisconsin has helped to launch a pilot program in the state called Child Identification Program (CIP).

CIP provides the parents of children, ages two to 17, with a complete set of finger prints and palm prints, in the event the child is ever lost or abducted. This first of its kind project was held in Eau Claire this summer, with 4051 being the site for some of the printing. The police and sheriff's departments provided 4051 with five officers to print each child in ten hours. The parents of over 750 children were provided with a permanent record of identification for each child.

K mart employee serves Naval Reserves

For the past 36 years, Jim Bragg, camera department manager for K mart 4161, Dallas, Texas, since its opening in 1966, has been doing double duty. After serving five and a half years on active duty with the U.S. Navy, mostly during World War II, he has been affiliated with the Naval Reserve from 1947 until 1983 when he transferred to the Retired Reserve.

At retirement, Bragg had reached the career level of a Chief Petty Officer, and had served in various areas of the Reserve program as a senior hospital corpsman, an instructor, and a career counselor

with most of those reserve years consisting of duty with various reserve units at the local reserve center and the Dallas Naval Air Station.

Mixed in with the Reserve duty and a civilian career with K mart, Bragg has also obtained a bachelor's degree in Speech and a Master's degree in secondary education.

Bed racers run in pajamas

There is no logical reason for a group of adults to run down the street in their pajamas and nightcaps, pulling a bed. Not unless they are competing in a bed race which five employees from K mart 4272, Bismarck, North Dakota were.

The first annual bed race was held during the Bismarck Folkfest recently and while the K mart team couldn't quite match the bed runners from a local investment company, they did manage to capture the bedpan award for the most unique design for their team.

Mark Warner, assistant manager; Steve Wald, sporting goods and automotive assistant; Bob McCabe, shoe manager and Dale Thomsen, sporting goods and automotive manager were decked out in white and blue striped shirts and pants (resembling pajamas) and bright red nightcaps with a bulging tassel on the end. K mart was written in big red and blue letters on the footboard of the bed and the bedspread was striped with red and white. Barb Behrendt rode on the bed wearing a blue nightgown and a motorcycle helmet. It was a combination that couldn't be missed!



K mart 4272, Bismarck, North Dakota employees from top left to right: Mark Warner, Bob McCabe, Barb Behrendt, Steve Wald, Dale Thomsen.

This raccoon thinks he's anything BUT a raccoon

Rocky the raccoon likes Coca-Cola right out of the bottle and marshmallows are his favorite food. His owner, Ron Ennis, assistant manager K mart 7361, Kinston, North Carolina, says that Rocky is just like a cat—he doesn't come when he's called and refuses to take no for an answer.

Ennis has been searching for a baby raccoon for years and acquired this one just six months ago.

"A buddy of mine found a nest of baby raccoons where a dog had killed the mother. So he called me and I picked one up. My wife has been wanting one and we've been looking for five years. We got Rocky before his eyes were open and nursed him with a baby bottle. My labrador, Pilot, has never had puppies, but she treats Rocky like he is her own puppy. She lets Rocky get on her back and ride around like that for hours."

Whenever Ennis and his wife go anywhere in their pickup truck, they take Rocky and Pilot. Pilot rides obediently in the back of the truck, while Rocky hangs onto the outside mirror.

"He loves to ride on the mirror and won't ride inside of the truck. I hold onto his tail, for my own peace of mind, but he's never even come close to falling off."

Skunks used to be a popular wild animal pet, but they are prone to rabies, and like all wild animals, cannot be vaccinated against rabies. Rather than making the animal immune, it will make them more susceptible to the disease. However, raccoons may

receive all other immunizations commonly given to housepets, which makes them more desirable. Rocky has already had his shots.

This summer, Rocky learned to swim. "It wasn't really a natural instinct," Ennis says. "Rocky had to be taught to swim. He was really afraid of the water. So finally I put him in an empty pool and started filling it up with water, until it was full. Then he just had to swim. He had no choice!"

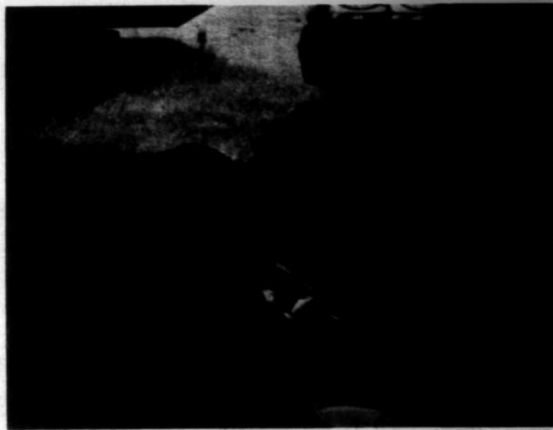
Rocky dines alongside Pilot and they are served the same entree—Purina Dog Chow. "I put some water in the dog food and Rocky just loves it. He's wild about his dog food."

As far as handling the raccoon, Ennis' wife seems to have better luck with Rocky than he does.

"But I have more control over my dog, because it is a female and Rocky is a male. That's why my wife can handle Rocky better."

Ennis is currently looking for a female raccoon so that he can mate Rocky and raise more raccoons.

Pilot and Rocky.



Curtain's up, light the lights for Bill Prado

As the curtain opens for the Vero Beach Riverside's production of Ira Levin's "Deathtrap," the audience is hushed in eager anticipation. No one in the cast had been permitted to disclose who did it. But Bill Prado, K mart 7294, Vero Beach, Florida knows all too well, as he plays the lead role.

Prado plays Clifford Anderson, who was played by Christopher Reeves in the movie version of the play. This is the third lead that Prado has captured, out of six plays he has been in this year. "I just became interested in

the theater about a year ago," Prado says. "I came to Vero Beach, started working for K mart and taking some classes part time. I took a drama course and the teacher took me under his wing. I don't know where all of this is going, I'll just have to wait and see."

Movies is what Prado is leaning towards, rather than theater when he talks about becoming heavily involved in the acting circuit.

"I would like to make movies in California, but they are even starting to film quite a bit in Florida."

Other plays Prado has been in are "Murder at the Howard Johnson's," "A Thousand Clowns," and "Dark of the Moon."



Bill Prado, K mart 7294, Vero Beach, Florida, right, during a scene from "Deathtrap."

Tonja Brown to compete in 1984 Summer Olympics

When the 1984 Summer Olympics begin, most employees at K mart 4489, Tallahassee, Florida will be more than just a little interested. That's because of Tonja Brown, a part time cashier and contender in the women's 400 meter hurdles.

Brown has been running since she was 15 years old. It didn't take her long to catch on and soon she was breaking records all over Florida. Just a year after she started, she had set more than 12 records in the state. She became the best hurdler in Manatee County. Coaches from all over were wondering who this newcomer was and by her senior year she was offered full scholarships from 20 different schools. She decided on Florida State University because it was close to home.

She set for herself the goal of making the U.S.A. team and traveling all around the world to compete. In her senior year at Florida State, Brown won the NCAA track and field 400 meter hurdles. After that she took second place in the T.A.C. Nationals. She was able to travel with the U.S.A. team to Germany to compete against world class hurdlers. It was quite an experience for Brown and she says the German women are very nice.

Brown came to work at 4489 in 1981. She says that working there and practicing on the track really keep her busy. She's really grateful that her schedule can be worked out to allow her time to practice. In 1982 she made the U.S.A. team again and traveled to Sweden to compete against Norway. The U.S.A. won. Then it was on to Finland for the world championships. She didn't make it to the finals, but it was a taste of

what the Olympics will be like. Her plans are to go for the gold and she says, "It's going to take some hard training and I have a lot of friends at K mart to help me along. I think I'm going to make it because they are a great bunch of people and I love them very much."

James Tolley is a director for Red Cross Board

When the subject of the United Way was brought up at a weekly meeting, K mart 7527, Brownsburg, Indiana was fortunate enough to have an expert on hand. Employee James Tolley is also a member of the Board of Directors for the local chapter of the Red Cross, which collects 90 percent of its funds from the United Way.

Tolley explained that this Red Cross money provides several local handicapped children with transportation to needed therapy. This chapter also institutes special programs in the elementary schools called "Being Alert." This program is to make children aware of potential accidents that can happen at school, during play and at home.

In 1954, Tolley joined K mart and worked in his home area of Detroit until 1959, when he left to join the military. In 1969 he rejoined K mart in Indianapolis. He became interested in the Red Cross on a civilian level, as he had done volunteer work for them during his military career. At this time, he also worked as a volunteer fireman.

For years, Tolley has been donating blood to the Red Cross and has only two more pints to go before he will have reached three gallons in total donation. He was recommended for the Red Cross board by the local director and has committed to his second term of three years in his current status. The Board of Directors decide on projects for the Red Cross, follow through on current activities, budget funds, work out additional fund raising efforts, and concern themselves with accident prevention.

Employees lead support to accident victim

Hit and run victim Juanita Kirk of K mart 4276, Toledo, Ohio was in an intensive care unit five days with a severe concussion, a broken third vertebra and a severe gash in her head. With a promise of a long convalescence and very little hope of ever finding the driver of the car, many people would have given up hope.

But Kirk has something special that kept her going and within three weeks she was released from the hospital. Now with the aid of a tent-like brace attached to her head with bolts, she is able to walk.

Her courage and determination and the prayers and deep concern of her fellow workers have helped Kirk through this difficult time. Employees at 4276 admire her courage through it all and have made weekly donations to aid Kirk. Some employees even got together and donated baked goods and time for a bake sale. Everyone wishes Kirk a speedy recovery.

K mart and Pepsi-Cola sponsor 1914-style 10 meter race

The theme of a recent 10 meter (6 1/2 mile) race co-sponsored by K mart 4011, Fresno, California and Pepsi-Cola was to resemble the first race held in Fresno in 1914.

The original course was followed beginning in the park across from 4011 and ending at the State Fair Grounds.

A band played ragtime music from that era at two points during the race. There were 850 runners, one of whom was Resident Assistant Manager Ken Jaccard's son, Greg Balch. Greg runs track in high school and finished 25 in the overall standings.

"This is supposed to be an annual race from now on," Jaccard said. "It was really a unique thing. From beginning to end, it was done just like it was in 1914. The original race, incidentally, was the first and last of its kind in Fresno. So we just picked up where they left off in 1914."

The race ended with free Pepsi to everyone and free T-shirts to all preregistered runners. There was also an award ceremony where the first, second and third place winners from each age group were given awards similar to the ones given in 1914.

Donated lamb aids rehabilitation center

Becoming involved in the community is important to K mart 9059, Victorville, California. As one of their efforts to do just that, some employees attended the county fair livestock auction and bought a lamb which they donated to the Victory Outreach Men's Ranch.

The Victory Outreach Men's Ranch is a rehabilitation facility for men who have been former drug addicts, ex-convicts and have had other related problems. These men study the bible daily and rise at 5:30 AM. After completion of prayer at 9 AM they work on the ranch caring for the livestock and keeping the ranch spotless.

When the 9059 employees delivered the lamb the men were delighted with the contribution. The lamb was purchased for the auction from a local 4H chapter at \$1.25 per pound. The grand champion lamb went for \$7.25 per pound.

Monkeying around with Brad Hale and friend

Melissa and Libby are just about as jealous as two monkeys can be. Their owner, Bradley Hale, K mart 4313, York, Pennsylvania, has to attend to them separately for fear that they might get nasty with each other, while vying for Hale's affections.

"Libby is six and Melissa is eight years old. They didn't grow up together, so that's why they don't get along. If they had grown up around each other, they would have learned to tolerate each other," Hale says. "They love only one person and put all their trust and love into that one person. They tolerate my wife, even though she's the one who feeds them, but they love me. When we left them at the vet's recently while we went on vacation, the vet said he had never seen anything like it when I came to pick the monkeys up. They started hugging me and kissing me. He just couldn't believe it."

Hale and his wife live in an old farmhouse on a six acre homestead. Not only do they have monkeys, but they care for peacocks, chickens, geese, goats, ducks, cats, dogs and a donkey.

But Libby and Melissa are Hale's mainstay in the pet department. "I've never seen anything as entertaining as these monkeys. I got



Libby, smile pretty.

Melissa—helping to mow grass, below; Libby—rinse off time, below right.



them because I am also a clown and thought that they would be good to use in my act."

He takes them to parades, children's hospitals, convalescent homes and once in a while he might even show up at 4313 with a monkey in tow.

"I only take one monkey with me when I go. My wife makes clown suits for them and I dress them up in those."

Hale is a white faced, happy clown named Lum. He does his clowning as much as he can, which means trying to get out at least once a month. He has done as many engagements as 50 in one year. He belongs to the Clown Club of America, the P.O.N.Y. Clown Club, the Tall Cedar Clown Club and the local White Rose Clown Club of York.

At home, when the Hale's aren't having company for dinner, they allow Melissa and Libby to eat at the table with them. "They eat with a spoon and drink out of a cup. For dinner, they eat whatever we are eating. My wife always makes a little extra for them. But they do need vitamin supplements, too. Their favorite foods are mashed potatoes and raw tomatoes."

A leash is always connected from the monkey to Hale's hand, and it's because he is not sure whether or not the monkeys will run away. "I just don't trust that they would come back, so I keep a leash on them. I wouldn't want to take a chance."

A member of the Simean Society of America, Hale and other monkey owners gather to discuss behaviour and better health care for their pets. Currently, they are discussing the misuse of monkeys in laboratory experiments.

Cystic fibrosis cannister campaign

Peggy Hembrock, K mart 7324, O'Fallon, Missouri chaired a drive for employees to collect money for cystic fibrosis. Employees hit the pavement with cannisters for three consecutive days and raised \$652.

Ellen Sharp, program director for Cystic Fibrosis of St. Louis said that it was the first time she had ever had a business offer to assist, without any prodding. She was pleased to have K mart working for the program.

When Ron Borger, store manager, presented Sharp with a fish bowl containing the \$652, she in turn, presented the employees with a trophy which reads: "Children with Cystic Fibrosis Thank The Employees of K mart 7324."

"The people in the community were generous and helped us reach this amount," writes Hembrock. "The employees think it might be interesting to set a goal to raise more than was raised this year on a first time basis and also to challenge other local K marts."

Heavy Weights give Suzanne Schwenke a big lift

Who weighs 133 pounds, stands five feet three inches and can lift 270 pounds from a dead lift? Suzanne Schwenke, part timer at K mart 9616, De Ridder, Louisiana.

Schwenke is a power lifter. After strapping on a thick, leather belt, wrapping her knees in Ace bandages, breathing deeply and thrusting massive weights up and down for a few minutes, a certain air of confidence is exuded from this person.

"You do it all yourself. If you're on a basketball team, for instance, your shot might depend on whether you get a good pass. When you lift, it's you. If you don't lift the weights, it's your fault."

Three times a week, Schwenke works out for an hour and a half with weights. On alternate days she runs or swims for exercise.

Concentration is most important for Schwenke, maybe even moreso than actual physical strength.

"Power lifting is not only strength. It's more exhausting mentally than physically. It's more of a shock to your mind when you

K mart employee chosen DECA Vice President

Rodney Long, a K mart 7358 Goodlettsville, Tennessee employee, has been elected the Middle Tennessee Vice-President for the Tennessee Distributive Education Clubs of America (DECA).

Long will keep a busy schedule of activities as a state officer for Tennessee DECA. In June he attended the National DECA Career Development Conference in New Orleans, Louisiana. About his experiences at the conference Long stated, "I was extremely pleased to be present at the recognition session when K mart was acknowledged for 30 years of service with the National DECA program."

Along with the other state officers, Long will conduct leadership conferences throughout the

state this fall. In November, he will be attending the Southern Region DECA Conference in Savannah, Georgia. Long will also represent Tennessee DECA at various meetings and will visit with DECA chapters throughout his term of office.

Long is a 1983 graduate of Goodlettsville High School where he was selected "Marketing and Distributive Education Student of the Year." He is now a freshman at Middle Tennessee State University where he is majoring in marketing and management.

He has been with the Goodlettsville K mart since it opened in August, 1981. Long, as well as several other Goodlettsville High School students, have earned co-op credit for the Marketing and Distributive Education program as a K mart employee.

In reference to his work experience at K mart, Long stated, "My experience at K mart has helped prepare me for my activities in DECA such as meeting new people. It has also helped me in my marketing courses in high school and college. I appreciate the opportunities for job training that K mart has given me and other DECA students over the last 30 years."



Suzanne Schwenke, K mart 9616, DeRidder, Louisiana.



move up to a higher weight. You have trained, so your body is prepared, but your mind is not. That's why concentration is so important."

When Schwenke is at a competition and about to begin her lift, her muscles tighten and all she hears is the voice of her coach. Everything else is blocked out.

People's attitudes towards her is another aspect of the sport that Schwenke has to deal with.

"Just because I'm a weightlifter doesn't mean I'm not feminine or pretty. When I walk in wearing a dress and heels you should see the shock on people's faces. People think you're going to have these great, big, huge muscles in the shoulders. I'm firm and built up, but just to see me on the street, I don't think many people know I lift weights."

Right now, Schwenke is not sure what she wants to do with her

career. She attended Louisiana Tech for a year as a petroleum technology major, but decided that it wasn't for her. But in power lifting, Schwenke takes a firm stand.

"I will continue to lift as an individual. I tend to be lazy when I train by myself, though. Sometimes when you know you can do it and the weights just won't lift it can be frustrating but I really enjoy it; that's what keeps me going."

Executive Promotions



Justin Godchaux has joined K mart as Manager of Home Center Development. In this new position Godchaux will be responsible for a new venture of the company in the free standing home center retailing business. This is a major new activity of K mart and it is anticipated that the first unit will open in March, 1984.

Godchaux has a long and distinguished career in the home center retailing business including past executive positions with Hechinger Company, Build-a-rama and the Home Depot, as well as that of consultant to many other successful companies in the industry.



Wendy Wark has joined K mart as Fashion Coordinator of Apparel Departments. In this position, Wark will be responsible for coordination colors, styles, and new fashion concepts for our Men's Wear, Infant's Wear, and Fashion Accessories.

Wark has worked as Buyer for Bullocks of Los Angeles, Regional Sales Administrator for the William Carter Company, Division Head for Snippy of California, and her most recent position as Fashion Coordinator for Filenes of Boston.



Edgar Garneau has been promoted to Director, K mart International Services, Japan. Garneau has been with K mart since 1941. He has managed

Kresge stores in the Central Region and was manager of one of our first K mart stores in the Western Region until his appointment in 1969 as Security Director in the Detroit Office. In 1973, he was appointed Security and Safety Director at KIH and continued in that capacity until his appointment to Buyer in 1974. He was promoted to Senior Buyer in 1981. A year later he was promoted to Merchandise Manager Headlines, Division A, K mart International Services, Japan.



Eddie Powers has been promoted to Manager, Government Relations. He will be responsible for state government relations, grass roots legislative activity, the implementation of K mart's Nonpartisan Political Support Committee and various civic projects.

Powers joined the Company in 1968 after graduation from the University of Nebraska at Omaha and serving in the U.S. Air Force. He assumed the management of Kresge 323, Rochester, Minnesota in 1975, and managed Kresge 112, Paducah, Kentucky from 1976 to 1978. Powers has served as Government Relations Coordinator since 1978.

Joyce Dishman has been promoted to Coordinator of Office Systems and Supervisors, Designer Depot Division. Dishman joined K mart at Kresge 369 in Detroit, Michigan in 1965. She was Office Manager in both Kresge and K

mart stores. In 1979, she joined the Store Systems Development staff involved with KIN system implementation. In her current assignment with Computer Systems Development, Dishman has participated in design and installation of store and computer systems for Abra K Dabra and Designer Depot.



D. Botsford has been appointed Development Center Manager, a new position in which he will be responsible for improving systems development productivity through new techniques, standards and education. Botsford holds a B.S. and M.Ed. degree from Wayne State University and joined K mart in 1978. In 1980 he became a Project Manager and was promoted to his current position of Systems Manager in 1981.



Dennis Lewandowski has been appointed Systems Manager—Home Centers, responsible for the coordination and development of required systems for the new free-standing home center ventures. Lewandowski joined K mart Enterprise in 1972, as Computer Room Supervisor. He subsequently held positions of Programmer, Systems Analyst and Systems Development Manager in 1978. In 1980, he was promoted to his current position of Systems Manager—KIH Systems.



Mark Paxton has been promoted to Systems Manager—KIH Systems, responsible for development activities for Import, Advertising, VDG, Appliance Warehouse, Check-Off Sheet and CAD Systems. Paxton is a graduate of Oakland University and joined K mart as a programmer trainee in 1973. He was involved in General Accounting, Payroll and Employee Benefits Systems, and in 1980, he was promoted to his current position of Project Manager. He has most recently been responsible for Advertising and MOPS System.



Mike Smith has been promoted to Systems Manager—KIH Systems responsible for development activities for Accounts Payable, Regional Office, Consolidator, Freight Claims, Freight Payment and KE Systems. Smith obtained his Bachelors degree from Seattle University in 1965 and his MBA from University of California in 1970. In 1973, he joined KE at K mart 4332, Colorado Springs, and subsequently served as Sporting Goods Manager at K mart 4224, Denver. After his transfer to Headquarters, he held several systems positions leading to his promotion to project manager in 1982.



John D. Winslow has been promoted to Buyer in Department 61 Home Improvement Center. Winslow joined K mart at Kresge 15, Albany, New York in 1955. He has managed several Kresge and K mart stores since his

first managerial assignment in 1960 at Kresge 224 in Albany, New York. He has also served as District Manager and Regional Merchandise Manager in the Southern Region. In 1981, he was promoted to General Manager of Store Operations, K mart International Services and in 1982 to his present position of Director K mart International Services, Japan.



William F. Tubbs has been promoted to Co-Buyer in Department 20 Cameras and Accessories. Tubbs joined K mart in 1955 when he joined the staff at Kresge 220 in Evanston, Illinois. He was promoted to the management of his first store Kresge 89 in Hannibal, Missouri in 1968. He has managed several Kresge and K mart stores, served as Kresge and Jupiter District Manager in the Midwestern Region and K mart District Manager in the Midwestern Region. He was promoted to his present position of Sales Promotion and Merchandise Manager for Kresge and Jupiter Stores at KIH in 1982.

Bruce T. Ford has been promoted to Associate Buyer in Department 10 Needlework, 14 Notions and 37 Floor Covering.

Roger L. Dixon has been appointed Assistant to the Buyer in Department 68 Nutrition Centers.

Joseph E. Sanders has been promoted to Planning Coordinator of Men's and Boys' Apparel. Sanders began his career in 1963 at K mart 4036 in Benton Harbor, Michigan as Manager of the Men's Wear Department. Since that time, he served as a Men's Wear District Manager in both the Central and Southern Regions. After completion of the Original Cross Training Program in 1979, he became a Ladies' Apparel Department Store Operations Coordinator of the Men's and Boys' Wear Department at KIH. Prior to his present position he worked as Planner and most recently Lead Planner of Men's Apparel.



William E. Pattberg has been promoted as General Manager of the new Distribution Center for Brand-Ed Apparel Merchandise to open later this year.

Pattberg joined K mart Apparel in 1973. He has served as a Distribution Center Supervisor, Administrative Assistant, Shipping Division Manager, Division Manager of the North Bergen Receiving and Consolidation Operation and Assistant Distribution Center Manager. In 1982, he was appointed General Manager of the Alsip Distribution Center.



Daniel C. Bloom has been promoted to Co-Manager of the Corsicana Distribution Center. Bloom joined K mart in 1951 at Kresge 1 Detroit, Michigan. He was promoted to the management of his first store Kresge 283 Hammond, Indiana in 1961. He has managed four Kresge

stores and was Co-Manager of K mart 4117 Sacramento, California before he managed two K mart stores. He served as District Manager in the Western Region from 1975 to 1980. In 1980 he was promoted to his present position as Manager of K mart 4011 Fresno, California.

Terrence J. Boyle III, Manager of K mart 7277, Cape Coral, Florida, has been promoted to K mart District Manager in the Southern Region.

Boyle began his career in 1972. He received his first management position in March of 1978 at Kresge 1903 in Rio Piedras, Puerto Rico. In 1980 he was appointed Manager of K mart 9224 in Marathon, Florida, then in 1982, he was appointed to his present position.

Dennis M. Bungo, Manager of K mart 3141, Bridgeville, Pennsylvania has been promoted to K mart District Manager in the Eastern Region. Bungo started with the company in 1971. During this time he has served as Merchandise Manager at K mart 4383 Albany, New York for two years. In 1978, he was appointed to Manager of K mart 9152 Honesdale, Pennsylvania. He then managed two other K mart stores before being appointed to K mart 3141 in 1982.

Anniversaries

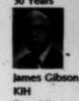
Penny Zeleski, K mart 3420, New Boston, OH, 40 Years
Ellen Chase, K mart 4383, Albany, NY, 35 Years
Margaret Eadie, Kresge 209, Dundalk, MD, 35 Years
Irene Koenig, K mart 4095, Joliet, IL, 35 Years
Dorothy Toonorian, KIH, Troy, MI, 30 Years
Raymond Dayton, KIH, Troy, MI, 30 Years
Anne Koch, Kresge 350, Dearborn, MI, 30 Years
Russell Bartels, K mart 4406, Milwaukee, WI, 25 Years
Ulmer Coy, Jr., K mart 4285, Ventura, CA, 25 Years
William Curry, Kresge 115, Troy, MI, 25 Years
Garry Johansen, K mart 4041, Sioux Falls, SD, 25 Years
Dorothy Bink, K mart 3155, Belleville, MI, 25 Years
Helen Kidd, Kresge 340, Detroit, MI, 25 Years



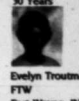
Allegra O'Dell
Kresge 495
Alton, OH
35 Years



Violet Weaver
KIH
Troy, MI
30 Years



James Gibson
KIH
Troy, MI
30 Years



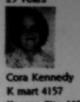
Evelyn Troutman
FTW
Fort Wayne, IN
30 Years



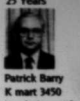
Ronald Kniff
K mart 3471
Chesapeake, VA
30 Years



Lois Haas
K mart 7477
Marietta, OH
25 Years



Cora Kennedy
K mart 4157
Kansas City, MO
25 Years



Patrick Barry
K mart 3459
North Riverside, IL
25 Years



Carol Schiro
K mart 3367
Chicago, IL
25 Years

Customer Pleaser

Working for K mart has helped Curt Gray learn a lot about people. For six years he has worked as a salesperson in the appliance department at K mart 3059, St. Paul, Minnesota and serves his customers with professionalism and kindness.

Attending the University of Minnesota, Curt has excelled in the study of psychology while working part time for K mart. Recently, he began working full time while he is finishing his BA in psychology.

"Working at K mart has taught me a basic lesson in diversity," Curt says. "You meet a lot of interesting people from both ends of the spectrum. I like to work here because it gives me that chance to meet these people and I really like the people I work with, too."

Appliance manager Jim Chaplin says, "Curt is a conscientious and courteous worker who has done everything from home delivering freezers to setting up Atari games in customers' homes."

Customer Care Friendly Service

This is to show my appreciation for the cooperation, service, and courtesy I received in your Elizabethtown, Pennsylvania store. Your special thoughtfulness meant so much.

Thanks to the employees at K mart 9755, Elizabethtown, Pennsylvania

As a customer of K mart, I would like to express my appreciation for the outstanding courtesy and assistance shown to me by one of your employees, Robert Carter, manager of sporting goods at 7371 Theodore Daves Road, Theodore, Alabama.

Seldom do I find anyone who is sincerely concerned and tries to give their all in helping the customer in the manner Mr. Carter has.

I find it a pleasure to take a few minutes of my time to express my appreciation to your employee for the polite manner in which he serves the public.

Thanks to Mr. Robert Carter, sporting goods manager, K mart 7908, Theodore, Alabama.

Please allow me to take this opportunity to bring to your attention the fine service I received from Ernest Harvey, the assistant

manager of your store at 1701 Appalachian Parkway in Tallahassee, Florida.

When I informed Mr. Harvey of my problem (the circumstances of which are not material to this letter), he promptly and courteously resolved it to my complete satisfaction.

With personnel of Mr. Harvey's caliber managing your stores, you may count on my continued patronage.

Thanks to Mr. Ernest Harvey, assistant manager, K mart 4489, Tallahassee, Florida.

This letter is to call your attention to an employee who makes shopping worthwhile. Her name, Tina Witheft, gave us such unusually good service in replacing a defective light bulb for a ceiling fan that I came away happy I had been in the K mart store in Bourbonnais, Illinois. Where she could have inconvenienced us by having us wait, with an exposed bulb in the ceiling fan, she at first suggested we take back the defective one, which was useable but not made right, until she could arrange to obtain the right merchandise.

As it turned out, with her careful checking of the stock in the store, she came up with the exact substitute and we did not have to wait to get the use of the product for which we paid.

Tina Witheft is also a courteous person. I wish all companies had this kind of salesperson to deal with, but I am thankful for such an employee when fortunate enough to encounter one. I would request that you make notation of her contribution to your store in her personnel file.

Thanks to Ms. Tina Witheft, home center manager, K mart 7440, Bourbonnais, Illinois.

I had to take a moment to thank you for employing Joanne Crosbee. I was shopping for paint in your Torresdale Avenue store this morning. None of the regular people from the department were available, so Joanne came over from the appliance department to assist me. What I needed was not easy. I wanted an interior color custom mixed into exterior paint. Of course, there was no formula for what I wanted. This person went out of her way to get the formula that I needed and mixed the paint. Then she added still more pigment at my request to obtain the exact shade I wanted.

I'm sure that she had her own way to do, but she was absolutely charming and took care of me

in a most gracious manner, not to mention to my complete and total satisfaction.

Joanne, and others like her, are the reasons that I shop at K mart and will continue to do so.

Thanks to Ms. Joanne Crosbee, appliance department manager, K mart 3118, Philadelphia, Pennsylvania.

As customer relations manager for an automotive company before retirement, I recognize the value of good customer relations to profitable merchandising. So, too, does the pharmacy group at K mart 3262 on 13 Mile in Roseville.

Since 1980 I have dealt with this outstanding group, headed by pharmacist Joyce Robinson. Her attitude, efficiency, courtesy, and helpfulness are outstanding. And the people assisting her in the pharmacy are likewise outstanding.

I would be pleased if a copy of this memo could be passed along to the store manager as well as to Joyce Robinson and her group.

Thanks to Ms. Joyce Robinson, pharmacist, and employees, K mart 3262, Roseville, Michigan.

I am writing to tell you how much I appreciate good store managers such as Mr. Hontz at your Roosevelt Boulevard store in Philadelphia, Pennsylvania.

Recently, when I was shopping for a special sale item which was sold out, Mr. Hontz went out of his way in locating one for me the next day at another store. He was very accommodating and I appreciate the personal attention he gave to my situation.

Thanks to L.E. Hontz, K mart 3527 Philadelphia, Pennsylvania

I had to stop and take a moment to write to you and let you know that again I have gone into your store and

have come out more than delighted. My husband and I live in the northwest area of town, work in the Wonderland area and our parents live in the southside part of town. We do a lot of driving around town and visit K mart stores all over San Antonio. Every time we have been in your store, we have been very satisfied with the courteous and friendly service that we have received from your employees. Two employees that are especially courteous are Dot Murphy in infants' and Van Allen in appliances.

Ms. Murphy has always been extremely helpful to me when I have gone into your store and has always been willing to stop what she is doing to help or answer my questions. I really appreciate that type of service and feel encouraged to return to your store when I am treated this way. She is always covering the infants' area or is somewhere nearby. Believe me, that is important to me, because my two-year-old finds it hard to understand when I say, "Wait until the salesperson comes to help mommy, then we can leave."

Mr. Allen in appliances has also been helpful to my husband and has taken time to talk and explain things to my husband on several occasions.

We had been in the mall all day and had not found quality toddler clothing at a reasonable price and were delighted to find it in your infants' department. Your clearance rack in infants' is wonderful and the variety of styles and colors as well as the neatness of the area are very impressive.

Due to the type of business my husband is in, we deal with many out of town people and frequently find ourselves recommending and praising your store.

And even though my husband expresses fear when it's time to go through the check-out counter (we average \$80 per visit), we will continue to drive the 50 minute distance as long as we continue to receive the service that we do and the quality of items that we have thus far. Thanks to Ms. Dot Murphy and Mr. Van Allen, appliance department manager, K mart 3479, San Antonio, Texas.

BULK RATE
U.S. POSTAGE
PAID
Detroit, MI
Permit No. 1067

KRESGE • S S
1071 LAKE ANGELUS RD W MI 46055
PONTIAC